

A METHOD AND SYSTEM FOR TRACKING A USER FLOW OF WEB  
PAGES OF A WEB SITE TO ENABLE EFFICIENT UPDATING OF THE  
HYPERLINKS OF THE WEB SITE

5    ABSTRACT OF THE DISCLOSURE

A method for tracking a user flow of Web pages of a Web site to enable efficient updating of the hyperlinks of the Web site. A Web page is accessed out of a plurality of Web pages of a Web site. A set of actions available to a user are determined for the Web page. A set of the next pages linked to the

10    Web page are determined for the Web page. A set of rules are defined that modify the set of actions available to the user or the set of next pages linked to the Web page in accordance with an identity of the user. The set of actions, the set of next pages, and the set of rules are stored in a table data structure for the Web page to track a user flow of the Web page. The table data structure enables the user flow of the Web page to be changed by altering the corresponding set of rules in the table data structure for the Web page. Similarly, the user flow can be changed by altering the set of actions available to the user, or by altering the set of next pages linked to the Web page in the table data structure for the Web page. A plurality of table data structures can be generated for each of the plurality of Web pages of the Web site, and the table data structures can be stored in a matrix to track a user flow of the entire Web site.